Becoming an expert vape vendor in a tobacco shop

Zhenyi Zhou « Zed »
2 types of future vapers

• « Easy » one:
4 switching steps

History of the smoker → Finding the best draw → Favorite Flavor → Nicotine Strength

+ Follow up = High Rate of Success
2nd type of future vaper

Give me a pack of cigarettes
Look for clues

“man, it is too expensive”

“I really need to stop smoking”
Showing the way

smoking

vaping
In my wake, others followed suit
And others keep joining
And joining... Huge Leverage Effect